



HAPCO NEWSLETTER

Serving Philadelphia's Investment & Rental Property Community

President's Message

This month marks both an honor and a humbling experience as I step into the role of President of HAPCO Philadelphia.

First, I want to sincerely thank our members, board, and staff for the trust you've placed in me. HAPCO has always been a strong voice for small and independent housing providers in Philadelphia, and I am committed to continuing that mission with focus, transparency, and collaboration.



Seth Floyd

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Summer Heat: Practical Tips for Housing Providers During Extreme Temperatures

As temperatures climb throughout the summer, excessive heat can create challenges for both housing providers and residents. Beyond personal discomfort, prolonged periods of high heat can place added stress on buildings, increase maintenance calls, and even create health risks for vulnerable individuals.

While every property is different, a little preparation can go a long way in preventing problems before they occur.

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FREE EDUCATIONAL SESSION: Eviction Diversion Program Training

HAPCO Philadelphia is hosting a free in-person training session on Philadelphia's Eviction Diversion Program — and all are welcome to attend.

Why This Matters to You

Philadelphia landlords are required to participate in the Eviction Diversion Program (EDP) before filing most evictions. The program is designed to help landlords and tenants resolve unpaid rent through mediation or negotiation — and when a tenant qualifies, Targeted Financial Assistance (TFA) can cover arrears generally up to \$3,500, plus potentially up to two months of forward rent. However, landlords must have the proper approvals...

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Meet Allissa Carroll — HAPCO's Digital Marketing Associate

We are so excited to introduce someone who has quickly become an integral part of the HAPCO Philadelphia family: Allissa Carroll, our Digital Marketing Associate. If you've noticed our social media looking sharper, more engaging, and more vibrant lately — that's Allissa.

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In Memoriam: Stanley Lasso

It is with great sadness that we share the passing of Stanley Shale Lasso, a past President of HAPCO Philadelphia, who passed away on June 9, 2026.

Stanley was an Army Veteran and the owner of Clock Real Estate. He is survived by his...

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SUMMER HEAT: PRACTICAL TIPS FOR HOUSING PROVIDERS DURING EXTREME TEMPERATURES

By Lauren Andreoli, Communications Coordinator

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Check Your Building Systems

Summer is a good time to inspect and maintain building systems that work harder during periods of extreme heat. Consider:

- ◆ Replacing HVAC filters and scheduling routine maintenance.
- ◆ Ensuring common-area ventilation is functioning properly.
- ◆ Checking windows and doors for drafts or damaged seals.
- ◆ Inspecting plumbing for signs of leaks, as increased water usage can sometimes reveal hidden issues.

Proactive maintenance can help reduce emergency service calls during the hottest days of the season.

Encourage Residents to Stay Safe

Simple reminders can help tenants protect themselves during heat waves. Consider sending a brief notice encouraging residents to:

- ◆ Stay hydrated by drinking plenty of water.
- ◆ Keep blinds or curtains closed during the hottest part of the day.
- ◆ Use fans safely and avoid overloading electrical outlets.
- ◆ Check on elderly neighbors or family members when temperatures are especially high.
- ◆ Contact emergency services immediately if someone is experiencing signs of heat-related illness, such as confusion, dizziness, or loss of consciousness.

Good communication demonstrates that you care about your residents' well-being while helping everyone prepare for periods of excessive heat.

Help Prevent Maintenance Issues

High temperatures can also lead to maintenance concerns. Encourage residents to report issues promptly, including:



- ◆ Air conditioning or cooling system failures (where applicable)
- ◆ Plumbing leaks
- ◆ Electrical problems
- ◆ Broken windows or damaged screens

Addressing concerns early can often prevent more costly repairs later.

Stay Informed

Keep an eye on local weather forecasts and heat advisories throughout the summer. When extreme heat is expected, consider sending a quick email or text reminder to your residents with basic safety tips and any property-specific information they may need.

A few minutes of preparation can make a meaningful difference during periods of excessive heat. By maintaining your property, communicating with residents, and responding promptly to maintenance concerns, housing providers can help create a safer and more comfortable living environment throughout the summer season.

PRESIDENT'S MESSAGE

By Seth Floyd, President, Hapco Philadelphia

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I also want to take a moment to reflect on our recent inauguration event, which marked an important milestone for our organization. The turnout was incredible, and it was encouraging to see so many members, partners, and public officials come together in support of HAPCO's work and future.

We were honored to have the Honorable Timika Lane swear me in as President, along with our two newest board members, Ryan Jones and Annette Collier. We were also grateful to have Philadelphia City Commissioner Omar Sabir present a citation recognizing my inauguration as President of HAPCO Philadelphia on behalf of the City of Philadelphia.

It was especially meaningful to be joined by Councilmember Nina Ahmad, as well as Sheriff Rochelle Bilal and representatives from the Philadelphia Sheriff's Office, whose presence underscored the importance of continued dialogue and cooperation between housing providers and city leadership.

The energy in the room reflected what makes HAPCO strong, our shared commitment to responsible housing, fair policy, and ensuring that small housing providers have a voice in the decisions that affect their work and their tenants.

As I begin this first month as President, my focus is clear: strengthening member engagement, expanding advocacy efforts, and ensuring HAPCO continues to be a resource our members can rely on in a rapidly changing regulatory environment. We are already working on key priorities, and I look forward to sharing more in the months ahead.

Thank you again for your support. I am proud to serve, and I am excited for what we will accomplish together.



President, Hapco Philadelphia



Q&A with President Seth Floyd

Q As you begin your term as President of HAPCO Philadelphia, what are your main goals or focus areas?

Balancing the financial books. Reenergizing the membership with improved engagement, new ideas and more services.

Q What do you see as the most pressing challenges currently facing small and independent housing providers in Philadelphia?

Rising cost. Both, direct cost and overhead expenses have soared since covid and nothing has come down.

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Q What are you most excited about in terms of HAPCO's work and direction over the next year?

I'm most excited about the opportunity to inspire positive changes. Through new and renewed relationships with other organizations, I see HAPCO growing in strength influence.

Q At the recent inauguration event, we had strong turnout and participation from city officials and partners. What did that moment mean to you personally?

It means that they believe in our future and share our goals to create a better Philadelphia.

Q How do you hope HAPCO will evolve or strengthen its role as an advocate and resource for members during your leadership?

I'm hoping that all elected officials and stakeholders learn to lean on our expertise and wisdom first for all things rental housing.

Q What message would you like to share directly with HAPCO members as you step into this role?

I want everyone to know that the actual members of HAPCO are its greatest resource. We need everyone's help for this next chapter.

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FREE EDUCATIONAL SESSION: EVICTION DIVERSION PROGRAM TRAINING

By Lauren Andreoli, Communications Coordinator

Continued from front page

and documentation in place before any payment is released, and must participate in good faith throughout the process.

Knowing the current procedures, timelines, and requirements isn't optional — it's essential to protecting your rights and getting paid.

What the Session Will Cover

On Wednesday, July 29, Michal Bilick, Program Manager for the Philadelphia Eviction Diversion Program, will walk attendees through recent changes and updates to the program, current procedures and timelines, common challenges housing providers face, and best practices for managing cases efficiently. You'll also have the opportunity to ask questions directly to Michal during the session.

Event Details

📅 Wednesday, July 29, 2026
6:00 PM – 7:30 PM

📍 Manayunk Brewing Company, 4120 Main St,
Philadelphia, PA 19127

Free and open to all. Registration is required.

Wednesday, July 29, 2026 | 6:00–7:30 PM
Manayunk Brewing Company



REGISTER NOW!

<https://hapcophiladelphia.com/hapco-educational-sessions/>

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MEET ALLISSA CARROLL — HAPCO'S DIGITAL MARKETING ASSOCIATE

HAPCO Philadelphia Staff Spotlight

By Lauren Andreoli, Communications Coordinator

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She has hit the ground running since joining the team, and we honestly couldn't imagine HAPCO's digital presence without her.

Allissa is a Marketing major (with a minor in Communications) at La Salle University right here in Philadelphia, where she's pursuing her Bachelor of Science in Business Administration with an expected graduation of May 2027. She carries an impressive 3.89 GPA and is a consistent Dean's List honoree — so yes, she's as driven in the classroom as she is creative on the job. On top of her academics, she holds certifications in Google Ads, Semrush SEO, Digital Marketing, and Content Marketing. In short: she knows her stuff.

Since joining HAPCO in April, Allissa has become our social voice — managing our platforms, crafting content with intention, and bringing real strategy to everything she creates. She's experimented with video, dug into the data behind our campaigns, and genuinely cares about how we connect with and serve our community. We are very lucky to have her, and we think you'll agree after getting to know her a little better below.

Getting to Know Allissa: A Q&A

Q Tell us a little about yourself.

Fun fact: Before studying marketing, singing was my "major" — mostly throughout high school. I'm a little embarrassed to admit it now, but if someone asked me to hum a tune, I wouldn't mind!

Q What are you studying in college, and what interested you in that field?

I am studying Marketing with a minor in Communications. I became interested in marketing because I enjoy understanding the thought processes people go through before making a purchase and the various factors that influence their decisions. I was also drawn to the creative side of marketing, especially developing social media strategies and seeing those ideas come to life.



Q What attracted you to the Digital Marketing Associate role at HAPCO Philadelphia?

I enjoy curating and managing social media with intention and creativity. I was excited about the opportunity to help bring HAPCO's social media presence to life and highlight the incredible work being done to support and preserve this community.

Q What have you enjoyed most about working with HAPCO so far?

I've really enjoyed creating and editing videos, experimenting with different types of content, and seeing how our audience responds. It's rewarding to test new ideas and learn what resonates most with our community.

A promotional graphic for TrustArt Realty. It features the company logo at the top left, which includes a house icon and the text "TRUSTART REALTY". To the right is a photograph of a row of colorful brick townhouses. Below the logo, the text reads "Is Your Rental Portfolio Ready? Philadelphia's Laws Are Changing Fast." Underneath this, there are five icons representing different services: a shield for "Lead Safe Certificate Coordination", a clipboard for "L&I Inspection Support & Code Compliance", a document for "Section 8 / PHA Administration", a group of people for "Tenant Screening, Leasing & Rent Collection", and a wrench for "Maintenance Coordination & Vendor Oversight". On the right side of the graphic, there is a dark blue box with a house icon and the text "Hands-On Management. Stronger Results. Protect your investment. Maximize your returns." At the bottom, there is a light blue box with a calendar icon and the text "FREE PORTFOLIO CONSULTATION Let's make sure your properties are protected and performing at their best." To the right of this box is a profile icon and the contact information for Cameron Johnson: "(267) 465-6564" and "Cameron@TrustArtRealty.com TrustArtRealty.com".

Q What is something you've learned since joining the HAPCO team?

Lauren and Priya have taught me so much about the housing provider industry — far more than I knew before joining HAPCO. I've learned about the many challenges housing providers face, particularly when it comes to licensing requirements and the diversion process. I had never heard of diversion before, so learning about it was eye-opening.

Q What do you find most interesting about digital marketing?

The most interesting aspect of digital marketing is the data and insights you receive from your campaigns. I enjoy analyzing results and seeing how people engage with and interpret the creative content you put into the world.

Q What do you enjoy doing outside of work and school?

Outside of work and school, I enjoy listening to music. I'm a huge music enthusiast! I also love making time to read whenever I can.



Welcome to the HAPCO family, Allissa — we are so glad you're here!

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Main Meetings - 3rd Thursday of the Month

FIRST TIME GUESTS ATTEND FREE



Scan for more info!



In Memoriam

Stanley Lassoff



It is with great sadness that we share the passing of Stanley Shale Lassoff, a past President of HAPCO Philadelphia, who passed away on June 9, 2026.

Stanley was an Army Veteran and the owner of Clock Real Estate. He is survived by his loving daughter, Jill Lassoff Spivack (Gary); his brothers, Irving (Hilda) and Dr. Saul (Shirley); his grandchildren, Jacob and Emma Spivack; and his beloved partner, Natalie Weinstein.

Stanley's leadership and dedication to HAPCO and the Philadelphia community left a lasting mark, and he will be remembered fondly by all who had the privilege of working alongside him.

Those wishing to honor his memory may make a contribution to the Alzheimer's Association at:

https://act.alz.org/site/TR/Events/Tributes-Alzheimers_Champions?pg=fund&fr_id=1060&pxfid=1073400

Our deepest condolences go out to his family and all who knew him.



EVICTIION HELP WHEN YOU NEED IT

At HAPCO Philadelphia, we know landlords value good tenant relationships. But when issues arise, legal action may be necessary. Eviction is a last resort—costly and time-consuming—which is why members get access to experienced attorneys and streamlined support.

Exclusive Member Rates

Diversion & Municipal Court Hearing: HAPCO Philadelphia will handle both your Diversion Program and Municipal Court hearing, including one filing and representation by one attorney, for a flat fee of \$775

Writ of Possession: \$355

Alias Writ: \$55

Rescheduling Lockout: \$50

Petition Hearing- Paid directly to attorney.

No refunds after filing.



Serving Philadelphia's Investment & Rental Property Community

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